

WATTLES

IT'S UNWISE TO PAY TOO MUCH,
BUT IT'S UNWISE TO PAY TOO
LITTLE. WHEN YOU PAY TOO MUCH
YOU LOSE A LITTLE MONEY, THAT IS
ALL. WHEN YOU PAY TOO LITTLE,
YOU SOMETIMES LOSE EVERYTHING,
BECAUSE THE THING YOU BOUGHT
WAS INCAPABLE OF DOING THE
THING YOU BOUGHT IT TO DO. THE
COMMON LAW OF BUSINESS
BALANCE PROHIBITS PAYING A
LITTLE AND GETTING A LOT. IT CAN'T
BE DONE. IF YOU DEAL WITH
LOWEST BIDDER, IT'S WELL TO ADD
SOMETHING FOR THE RISK YOU
RUN. AND IF YOU DO THAT, YOU
WILL HAVE ENOUGH TO PAY FOR
SOMETHING BETTER ...

John Ruskin
1819-1900

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